

International Promotional Fund for Literature Guidelines and Criteria

Introduction

The objective of this Fund is to support the international promotion of New Zealand literature. The Fund offers support to New Zealand authors for confirmed market development activities including attendance at an international literary festival, a book promotion tour overseas (not a one-off book launch), or other offshore, targeted opportunities.

The International Promotional Fund for Literature is one of the opportunities administered by the Publishers Association of New Zealand (PANZ) as part of a Contract for Services with Creative New Zealand to deliver Capability Building and International Market Development Initiatives for Literature 2019 - 2020.

Funding

Creative New Zealand is offering a maximum grant of **NZD\$3,000 (excl GST) per author** towards return economy airfares to attend an international promotional activity. Successful applicants will be allocated, support based on available funds and the actual cost of flights at the time of assessment. The applicant is responsible for booking flights and for covering any shortfall in costs. Applicants are also responsible for additional costs including transfers, visas and travel insurance. Accommodation and living expenses are not covered.

Priority will be given to applications that demonstrate alignment with Creative New Zealand's other international market development activities (refer Assessing Applications). The applicant is responsible for booking flights and for covering any shortfall in costs. Applicants are also responsible for additional costs including transfers, visas and travel insurance.

Deadlines for applications

5pm, 28 February

5pm, 29 June

5pm, 26 October

Applicants will be notified of the results of their application within six weeks of the closing date.

How to Apply

Complete the application form by the deadline and return to:

Katherine Shanks – Membership Services Manager

admin@publishers.org.nz

Who Can Apply

Applications can be submitted by New Zealand authors, or by international literary festivals or international publishers on behalf of New Zealand authors.

To be eligible for this funding:

- The author must be a New Zealand citizen or permanent resident; or overseas-based New Zealand author only if the project directly benefits New Zealand literature
- The applicant cannot be a Creative New Zealand staff member or a member of the Creative New Zealand Arts Council.

Creative New Zealand cannot fund you, or key members of your team, if you:

- are more than 16 weeks overdue with a report for a previous grant or investment
- are in breach of the conditions of a current funding agreement
- were in 'default' of a funding agreement and sent in a late report in the six months prior to the closing date for a new application.

Note: the activity for which you are seeking funding cannot have received funding from any other Creative New Zealand programme or initiative, including the Creative Communities Scheme, international and capability building initiatives and investment programmes. However, this does not apply to travel requests for an author to attend an international promotional activity whose work has been translated by an overseas publisher with the assistance of the Translation Fund.

Criteria and Eligibility

To be eligible for this fund you must meet the following Creative New Zealand criteria:

- Your project or activities must directly benefit New Zealand literature
- You must have a track record of experience and success — this means you must have:
 - recognition from peers or experts
 - achieved a degree of critical or sales success
 - specialised training or practical experience

For a **writer of literature**, success means having had published at least one work that received a degree of critical or sales success in the literature genre for which the writer is applying. This does not include work created as part of a course of study.

Please note that Creative New Zealand's definition of literature applies <http://www.creativenz.govt.nz/find-funding/glossary#L>

Please note that professional development opportunities are not eligible under this Fund and this includes conferences. For enquiries regarding other funding for literature projects please contact Malcolm.Burgess@creativenz.govt.nz.

Proposal requirements

Your proposal must:

- identify the **objectives** for the project
- outline the **long terms benefits** of the opportunity for the author including alignment with the author's or publisher's international strategy and the potential to leverage from other projects
- include a copy of the **author's CV**
- include a **project budget** – breakdown of income and expenditure including expenses covered by the international host (festival, publisher etc), fundraising, personal contribution etc, and an **airfare quote from a travel agent or internet site**
- include **written confirmation** of the author's availability for the prescribed dates of the festival, tour etc
- include a **letter of invitation** to the author from the festival, publisher, agent etc., and outline of role in the festival programme.

Assessing applications

Who assesses your application?

An external peer assessor will assess your application. Recommendations are made to Creative New Zealand's Senior Manager for Arts Development Services for a decision.

What we assess your applications on

Idea

We look for the following indicators

- 1) Project clearly demonstrates how it will directly benefit New Zealand Literature (e.g. NZ literature will be internationally recognised through strong audience, media coverage etc)
- 2) Project is a significant market development opportunity with potential for international sales

- 3) The project represents a significant event in a key overseas market

Viability

We look for the following indicators:

- 1) Author has track record of experience and success*
- 2) Project demonstrates long term benefits to the author
- 3) Project objectives align with author's international strategy
- 4) Project provides potential to leverage from other projects
- 5) The amount requested for flights is realistic and a flight quote from a travel agent or internet site has been included

* Success means the author has:

- recognition from peers or experts
- achieved a degree of critical or sales success in the area for which the author is applying
- specialised training or practical experience

Note: work created as a part of course or study is not included in this definition

Strategic Fit

Does the project align with the CNZ international strategy priorities?

We look for the following indicators:

- 1) The opportunity relates to the publisher's participation in international book fairs specifically, Germany and Asia.
- 2) The author's work is available for sale within the territory they are visiting.
- 3) The author's work has recently been published in a foreign territory with support from The Translation Fund.
- 4) The author has received an invitation as a result of Creative New Zealand's Te Manu Ka Tau international visitors' programme.
- 5) The festival features three or more New Zealand writers within a programme

Scoring your application

This assessment scale is used to score **Idea** and **Viability**

3 = Exceeds indicator

2= Meets indicator

1= indicator not met

Strategic Fit

3 = meets more than two priorities

2= meets two priorities

1 = meets one priority

Note: Double weight is applied to Strategic Fit

Reapplying for the same project

You can only reapply for the same project if you have written permission from the Publishers Association of New Zealand. Contact Publishers Association of New Zealand first to see if your application would be eligible for re-submission.